IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.: 10/635,292 Confirmation No.: 3832

Applicant(s): Brice et al. Filed: August 6, 2003

Art Unit: 3622

Examiner: Namrata Boveja

Title: METHODS AND SYSTEMS FOR PROVIDING AN INTEGRATED

MERCHANDIZING AND SHOPPING ENVIRONMENT

Docket No.: 023895/265041

Customer No.: 00826

Mail Stop RCE

Commissioner for Patents

P.O. Box 1450 Alexandria, VA 22313-1450

PRELIMINARY AMENDMENT Under 37 C.F.R. § 1.115

Sir:

Please enter this Preliminary Amendment before calculating the claim fee and amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims beginning on page 2 of this paper.

Remarks/Arguments begin on page 11 of this paper.